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PRESIDENT'S REPORT JULY 2005 - JUNE 2006

ON THE EDGE

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PUSH

BREATHLESS CHANGE WITH AN UNWAVERING FOCUS

OPE

This year I feel more enthusiastic than ever about the creative developments that have been gaining momentum at Massachusetts College of Art. These changes are just now reaching fruition, from our proposed Center for Design Innovation, which will forever alter our presence on the Avenue of the Arts, to our groundbreaking arrangement to develop new housing space with neighboring Colleges of the Fenway. And our growing relationships with business partners demonstrate how creative thinkers and problem solvers can contribute to the economic future of all industry.

The creative sector is one of our region's greatest strengths. This year alone MassArt was one of only 5 U.S. colleges invited to attend the 2005 conference of the European League for Institutions of Art in London, and was just named one of the Top Global Design Schools by *Business Week* magazine. Another example of the college's leadership role in developing collaboration between businesses and creative professionals is the newly formed Corporate Advisory Group—30 business leaders dedicated to nourishing the relationship between MassArt and the creative economy.

While we hope to continue to inspire collaboration around the crucial juncture where industry and education meet, we have also maintained a steadfast focus on five areas that will continue to increase our local, national and international prominence: facilities upgrades and a new master plan for campus, enhanced professional development opportunities for faculty, expanded study abroad and travel course options, and funding for the Center for Art and Community Partnerships.

Our recent fundraising success through the MassArt Foundation has allowed us to institute five new annual faculty fellowships that are enabling faculty to embark on unparalleled educational adventures, helping them to shape a truly global classroom. New faculty hires continue to add diversity to the educational discourse within the MassArt community. Further, the Alumni Advisory Committee has drafted, over the course of the year, a strategic plan for alumni involvement at the college that will guide the Alumni Association's efforts to help move the college forward.

This report details even more of the astonishing changes the college has been part of over the past year. I thank you for your interest and support during this year and look forward to your continuing investment in MassArt as our hopes and dreams are realized.

Kay Sloan

Kay Sloan
President

"These are kids who don't have parents, largely due to the AIDS epidemic, or kids who have been kicked out of their homes."

Lukas Klic

DISCOURSE

"The children drew a lot of houses ... a symbol that they seek a physical and emotional home for their growth."

Unmasking Shadows Collective

EXPANDED

FOR STUDENTS, TRAVEL IS ANYTHING BUT ROTE

Learning is hard—and rewarding—work. It requires that we open our eyes and really look—at new media, at fresh methodologies, at ourselves and at other cultures. MassArt recognizes and invests in individuals who understand that only as we step outside our comfort zones and engage directly with the world do we truly learn. Then too, they can pack the values of MassArt—its spirit of open inquiry, its fearlessness—when they embark for places unknown, whether headed to a distant continent, or a neighboring state.

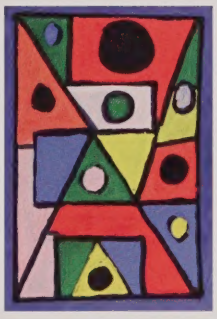
Returning home, these extraordinary students bring with them a wealth of experiences, memories, stories and artwork that inspire further examination, discourse, and learning in Boston and beyond.

Lukas Klic, a senior glass major, is the latest in a long line of students that have made the journey since 1986, thanks to the Donis A. Dondis Traveling Fellowship that allowed him to work in Nairobi this summer.

There, he and Shawn Burgess, a photography senior at MassArt, joined fellow members of an international art collective called 'Unmasking Shadows,' which uses art as a means for social change.

"We went there [to Nairobi] with the idea to teach street kids various mediums of art like painting and photography so they could tell the stories of their own lives and we could communicate this to a larger audience," said Klic. "These are kids who don't have parents, largely due to the AIDS epidemic, or kids who have been kicked out of their homes."

The children, ranging in age from 10 to 17, drew pictures and used disposable cameras to document various aspects of their lives. Although Klic stayed in a hotel, he was most struck by living conditions in Kibera, a slum that is the second largest on the continent. Kiberia lacks a working sewage system. It is plagued with flies, and the water is of poor quality and prohibitively expensive. Residents cannot leave their homes at night for fear of being robbed or beaten, and children sleeping on the streets are arrested. "Conditions are possibly worse than you could ever imagine," said Klic.



The children of Kibera telling their stories.

He and his fellow collaborators are making a documentary about their experiences, as well as writing a book and organizing exhibits all over the globe in order to draw attention to the lives and culture of the people of Nairobi. They are also seeking supporters to fund children's education in the area of Kibera.

On Left: Lukas Klic (Glass '07) traveled to Nairobi thanks to the Donis A. Dondis Traveling Fellowship.

EYE OPENER

Value of travel awards disbursed last year at MassArt: $36,150

Amount of Donis A. Dondis Traveling Fellowship: $5,000

Children's earnings in Kibera derived from one hour of collecting and selling scrap metal: 10-15 cents

Population of Kibera: One million

Cost annually for one child in Nairobi to attend high school, including room and board: $500

Size of a rented room in Kibera: 6' x 9'

Number of children who share the 6' x 9' room: 6

Number of countries Klic has visited: Approximately 25

Klic's hometown: Brookline, MA

Website of the Unmasking Shadows collective: www.unmaskingshadows.org

Hours of documentary footage Klic and others shot in Nairobi: 250

Numbers of drawings made by Nairobi children: 600

Percentage of the drawings that depicted homes: More than 50

SAY IT LOUD

"I'm very impressed with the editing and graphics done by MassArt–"What's Cooking" surpasses most books I see on bookstore shelves."

-Lori Bechard, M.Ed., R.D., LDN, Clinical Nutrition Specialist, Children's Hospital

"It has been a fabulous program. It really speaks to what collaboration can do, bringing diverse global partners together to make something special happen"

-Sara Collins, Associate Director, Patient Advocacy, Genzyme

COMMUNITY LINKS

The 2006 Gold Ink Awards honored the student designed *What's Cooking: Fun Recipes for Family Wellness* with a prestigious silver medal for excellence in printing.

Number of students who created the cookbook: 15

Number of books printed to date: 1,500

Virtual home of the Expression of Hope Gallery: www.expressionofhope.com

Lysosomal storage disorders (LSDs) are a group of more than 40 disorders caused by inborn errors of metabolism or problems in the genes that affect how cells break down certain molecules.

Learn more about LSDs: www.lysosomallearning.com.

Number of countries Expression of Hope has been displayed in to date: 6

Number of MassArtists who participated in Expression of Hope: 11

Number of organizations with which the CACP collaborated this year to further college–community goals: 36

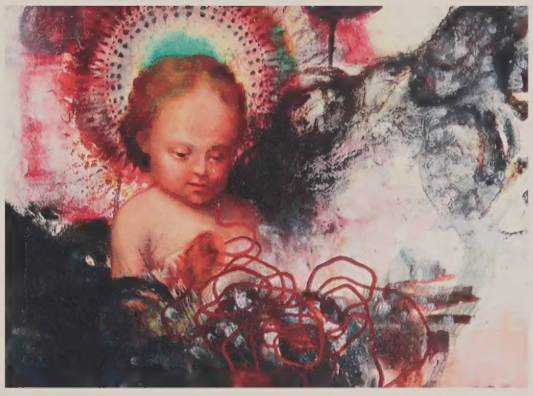
COMMUNICATIONS THAT REACH FURTHER

When members of the MassArt community unite to use the full measure of their talents and collaborative powers for the civic good, they can move mountains.

This year, guided by MassArt's Center for Art and Community Partnerships (CACP), which connects the College's expertise with community needs, MassArt students and faculty created a cookbook for children undergoing cancer treatment at Dana-Farber, and worked with Genzyme on a global exhibit to inspire hope in children living with lysosomal storage disorders (LSDs).

The cookbook and art are meaningful not just within the sphere of the classroom, but continue to resonate further afield, both in hospitals around the country and worldwide at galleries where the Expression of Hope exhibit is displayed.

Associate Professor of Design Lisa Rosowsky's Print Production class created *What's Cooking: Fun Recipes for Family Wellness* to meet the nutritional needs of children living with cancer. Rosowsky learned of the hospital's need—and the gap in the market—through the CACP. The books are now used in a cooking class at Dana-Farber and are distributed to families at Children's Hospital. Over 200 books have been donated to hospitals around the U.S., including the Cancer Institute of New Jersey, St. Jude's Children's Research Hospital in Memphis, Georgetown University Hospital, the Massachusetts Chapter of the Leukemia and Lymphoma Society and the Children's National Medical Center in Washington, DC.



Detail from a work by Juan José Barboza Gubo (MFA '07) for the Expression of Hope project.

NURTURING HOPE

Creating beauty is a powerful way to raise awareness. Global biotechnology company Genzyme, which creates drugs for lysosomal storage disorders (LSDs), collaborated with 11 MassArtists to make art that expresses the experience of individuals living with LSDs. The CACP brought Genzyme and the artists together to raise awareness of the disorders and connect the global LSD community.

The result was the virtual and actual Expression of Hope Gallery, comprised of 15 uplifting works of art that are traveling the globe—from Portugal, Italy and the UK, to Brazil, Japan and Spain.

"Faculty, staff and students alike were amazed at how their work could help people by giving voice to these painful and debilitating diseases," said John Giordano, an artist and faculty participant. Genzyme has published a book about the project, which has spurred several organizations to gather original artwork in order to host an Expression of Hope Gallery featuring works from their LSD community.

REARVIEW MIRROR
GOING O
BRAINS
SOCIO-POLITICAL POSTER EXH
NEW YORK, PHILADELPHIA, ST. LOU
INNOVATION
ALUMNI HELP FO

ICE, GOING TWICE, SOLD.

The 17th Annual Benefit Art Auction, which offered more than 300 pieces of art, boasted record-breaking sponsorship and attendance, and raised more than $479,000 for academic programs and student scholarships.

AND BRAUN

Braun: 50 Years of Design
November 30, 2005–January 14, 2006
Sandra and David Bakalar Gallery

MassArt was the only U.S. stop on the global tour of this rare glimpse into the minds behind fifty years of revolutionary German industrial design.

AURA MCPHEE'S SAD, BEAUTIFUL WORK CHANGED HOW WE SEE THE WORLD.

Photography professor Laura McPhee mounted "River of No Return," a massive one-woman show at the Museum of Fine Arts from May 13-Sep 17, 2006. Her photographs depicted both beauty and devastation in Idaho.

BITION BLAZES THROUGH BOSTON, S, FLORIDA AND NORTH CAROLINA

The Graphic Imperative: International Posters for Peace, Social Justice and the Environment 1965 – 2005
Curated by Graphic Design Professors Elizabeth Resnick & Chaz Maviyane Davis with Prof. Frank Baseman, Philadelphia University

"These works demonstrate the potency of encapsulated imagery."
–Karen Heller, The Philadelphia Inquirer

DELEGATION

DMI International Summit: Empowered Innovation
November 30-December 2, 2006
Organized by DMI and hosted by Massachusetts College of Art

On the way to market, every idea is honed through a collaborative process. Some ideas are more successful than others. Through lectures, interactive sessions and other projects, Summit participants share insights on the creative process, discussing the factors that can empower—or inhibit—innovation.

RGE THE FUTURE

Conceived as a one-year planning group, the Alumni Advisory Committee drafts a strategic plan for the future of alumni involvement at the college.

BROADER

"The underlying truth is that it will be impossible in the 21st century for faculty to succeed and stay relevant without the means to travel and explore."

Johanna Branson, Senior VP Academic Affairs

"The Bruce Dayton Faculty Fellowship has given me the opportunity to open up a new aspect of my artistic practice."

-John Giordano, Associate Professor, Art Education, and Co- Director, LUCE

FACE FACTS

Undergraduate applications increased by 10% last year resulting in admission of over 500 new students for Fall 2006, our largest foundation class ever, and meeting the college's 5-year enrollment goals.

With 50% of international students hailing from Asian countries, the Admissions Office invested in MassArt's first-ever recruiting trip to Asia.

The success of the New Partnership with the Commonwealth resulted in a 10% increase in permanent full-time faculty at the college.

In spring 2006, 56 students declared Fashion Design as their major, making that program the fastest growing major at the college.

Local corporations Bose and Reebok partnered with the seniors in MassArt's Industrial Design Product Development Lab to bring new ideas to market.

Under the leadership of George Creamer, Dean of Graduate Programs, MassArt served as the site for all area MFA student exhibitions during the College Art Association's annual conference in February 2006.

A

FACULTY FAR AFIELD BRING BACK LESSONS

REACH

Traveling in the U.S., Europe, Asia and Mexico, exposing environmental issues and learning ancient crafts enables MassArt faculty to foster global classrooms at home.

Natalie Meibach (MFA '06)
Antarctic Tidal Rhythms, 2006
Reed, wood, styrofoam
72" x 96" x 22"

The recent fundraising success of the MassArt Foundation has enabled the college to institute five annual faculty fellowships that enable educators to embark on trips that nourish mind, body and spirit and bring enduring lessons and stimulating ideas back to the MassArt community. These $5,000 grants are a testament to MassArt's commitment to providing professional development opportunities for its faculty.

Nita Sturiale ('90), Associate Professor, Media and Performing Arts, traveled to Sicily on the Marilyn Pappas Faculty Fellowship to interview four Sicilian mothers who are influential to the culture, science and politics of Sicily, using their responses to create an interactive map of the country. She hopes to make a connection between the symbolism of the blessed trinity, the trinacria (a three-legged medusa symbol that represents Sicily's three main cities) and the nature of professional mothers as "three-sided" (mothers, professionals and women).

Assistant Professor of Film/Video Gretchen Skogerson received the Charlotte Faculty Fellowship, enabling her to document the destruction from Hurricanes Katrina and Rita as well as the remains of Chicago's Cabrini-Green housing project. The New Orleans footage will be used in video and animation pieces that are part of a trilogy about disasters in the U.S.

John Giordano, Associate Professor, Art Education, received The Bruce Dayton Faculty Fellowship, which he used to take an advanced digital printing course at the Maine Photographic Workshops in Rockport. "The course gave me the opportunity to better understand how Adobe Photoshop and large format printers can be used to create highly nuanced prints," said Giordano. The break inspired him to begin a series of new works that explore how a New England town creates a context for its history through preservation.

Assistant Professor in Studio Foundation Nancy Aleo ('79) used MassArt Foundation Faculty Fellowship funds to learn how to make cochineal dye in Oaxaca, Mexico. Crushing the cochineal insect, raised and harvested on the ranch, produces a red dye. Using cochineal ink, Aleo created a series of large drawings on amate bark paper she brought back from Mexico. "All my travel comes into my classroom," said Aleo

Fred Liang, Associate Professor of Fine Arts 2D, exhibited his work in Beijing and traveled to Denmark where he spent nine days in Aabrennaa in an artist residency program. "Each place I go I learn something very tangible I couldn't read about," said Liang about his time in Denmark. "Travel uses all the senses and fuels creativity."

On Left: Assistant Professor of Film/Video Gretchen Skogerson traveled to Chicago and the Gulf Coast on a Faculty Development Grant.

OF
Building a new design center isn't risky. The risk lies in not building one and then seeing businesses look outside of Massachusetts to find innovators"
-Vic Cevoli, Executive Vice President, Director of Design, Hill, Holliday, Connors and Cosmopulos
MassArt to bring us the best talent
A new center for design innovation will
the college to deliver that genius"
Foster, Vice President of Trade.
Relations, Reebok International Ltd.

ATTENTI

THE BUSINESS OF CREATIVITY

As more and more companies recognize that design, creativity and innovation are critical components in business success, the Corporate Advisory Group (CAG) at MassArt was developed last year to discuss MassArt's role in the creative economy and help MassArt build meaningful partnerships with the business community. The 30 business leaders serving on the CAG act as advocates for the college, helping build awareness of the high quality education provided at MassArt and the value that the integration of design and business brings to the marketplace.

Already these relationships have resulted in more internships, increased recruitment of our students as employees, and in new classroom projects that use the talents of MassArt alumni, faculty and students to provide innovative solutions to a broad range of business challenges. For a complete list of the CAG members visit www.massart.edu/foundation.

CENTER

ON THE FOREFRONT OF INNOVATION

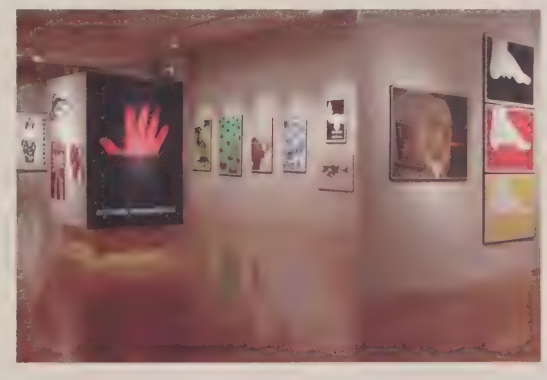
MassArt has always been an incubator for innovators like Josh Randall ('94), and MassArt's plan for a state-of-the-art Center for Design Innovation will spur creative collaboration on a whole new level.

Randall is the Creative Director and project manager of award-winning Cambridge, MA game publisher Harmonix Music, Inc. MTV's recent purchase of the company for $175 million is proof that innovators such as Randall are vital to the creative economy, and that their impact resonates far beyond the borders of the Commonwealth.

At Harmonix, a group of six MassArt alumni from a wide variety of disciplines collaborate to create virtual rock nightclubs and game characters, design frames, and provide lighting and special effects for games such as Harmonix's best-selling Guitar Hero 2. The rhythm action game takes air guitar to the next level, offering non musicians a way to "to feel the buzz of making music without being able to play an instrument," said Randall, who created his own open major—electronic multimedia—at MassArt. "The MassArt kids I work with that stand out are the ones that took the initiative in school to submerge themselves in culture, take control of their own education and dive deep into their art, experimenting beyond typical class work. They've taken the time to find out who they are as artists and to perfect their craft," said Randall.

MassArt has always been defined by an openness to cross disciplinary collaboration, allowing students like Randall to create their own 'open' major. A new center dedicated to cross-media collaboration–a kind of mosh pit of design modeled after creative businesses like Harmonix–will allow MassArt to take that openness to a new level.

Plans for creation of the Center for Design Innovation are progressing rapidly and most recently Polshek Partnership, one of the top architectural teams in the nation in the field of studio and cultural design, was named as the architect for the Center for Design Innovation. The Polshek team is currently working with faculty, administrators and alumni to develop a master plan for the college's overall academic needs. Planning is focused on the potential for replacing our underutilized gymnasium with the new design center, including a new main entrance for the college on Huntington Avenue.



The Graphic Imperative: International Posters for Peace, Social Justice and the Environment 1965 – 2005.

On Left: The Harmonix Music design pit
Back: David Battilana (Illustration '02), Jason Arnone, (SIM '95) Center: Adolph Wong (Illustration '98)
Front: Joe Kowalski (Film '03), Josh Randall (Open '94), Matt Perlot (Animation '04)

MOTION

"My mom is my hero. I wanted to honor her wonderful experiences as a MassArt student and an art teacher. I share her passion for education, and we hope this prize will encourage freshly minted art teachers, already talented and enthusiastic, as they start public school careers."

-Shelley Platt, daughter of Dorothy Platt

"After he came back from Vietnam, Jerry went to MassArt. He just loved it. He got his life back though his photography."

-Selena Howard, mother of Jerry Howard

FUELING FORWARD

HOPES, DREAMS FIND EXPRESSION IN NEW FUNDS

Maintaining access to a high quality education in the arts for students of all economic means remains a priority for MassArt. It is a testament to the devotion of the MassArt community that so many of its members choose to give back to the College and create new opportunities for students. The generosity of the MassArt community this year has added two new fully endowed scholarship funds that will continue to expand our ability to aid students with need.

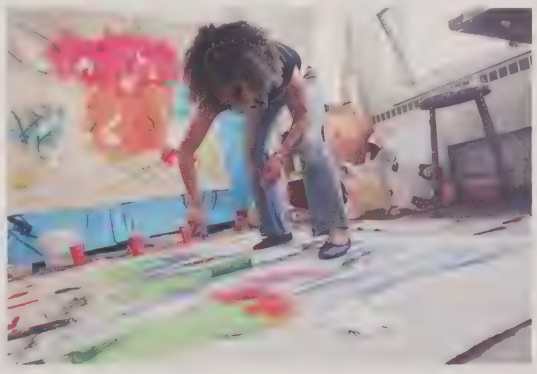
THE JERRY HOWARD SCHOLARSHIP FUND

Jerry Howard ('78) already held a BA from Yale and an MA in Journalism from Columbia when he headed off to serve in the Vietnam War. When he returned home he decided to hone his photography skills at MassArt, earning his BFA in 1978. When Jerry passed away in December 2004, his family and friends created a scholarship to honor his memory.

"MassArt was just right for Jerry. That's why I feel that it is the perfect place to have a scholarship in his name. He was very much a person who cared about other people having opportunities. He and I shared that a lot with the rest of the family," said his mother, Selena. The first Jerry Howard Scholarship will be awarded in Fall 2007 to a talented MassArt student with financial need, with preference given to students studying photography, or those who are veterans or children of veterans.

THE DOROTHY JACOBS PLATT ART EDUCATION FUND

Dorothy Jacobs Platt ('34), brought passion to her teaching career in the Massachusetts public schools. Through a generous gift to the MassArt Foundation, her daughter Shelley hopes to convey that passion to a new generation of teachers. After a decade of teaching in Concord, Stow, Carlisle and Bolton, Dorothy retired before her wedding in 1946, and raised a family. Shelley, an attorney who resides in Richmond, Virginia, has started a fund to establish the Dorothy Jacobs Platt Prize for Art Education. Lucas Banks ('06) received the inaugural prize in May 2006, less than a month after Dorothy celebrated her 93rd birthday. This prize is designated for a graduating Art Education student who is committed, dedicated, and enthusiastic about teaching art in public schools. Lucas did his student teaching in Milton, worked in Saturday Studios, and is described by one of his teachers as "a very hardworking student who genuinely wants to be there with his pupils."



2006 FUND-AMENTALS

In just two years, alumni giving increased from 4.5% to 8%.

Last year we fully endowed three funds: one new lecture series and two new scholarships.

Seven alumni and friends—ranging from the classes of 1939 to 2003—joined the Longwood Society by announcing their intentions to include MassArt in their estate plans.

Our Holiday and Spring sales broke a college record, grossing more than $108,000 in support of individual artists and student scholarships.

The annual return on the MassArt Foundation's endowment was 8%—above the national average for comparable endowments.

Recent fundraising success through the MassArt Foundation allowed us to award the first five annual $5K faculty fellowships.

The MassArt Foundation received its largest-ever gift of $2M from the estate of Alan Damon ('61).

ZOO ZEN

Shintaro Miyake: The Beaver Project
February 7–March 18, 2006
Sandra and David Bakalar Gallery

MassArt was the first American venue for this multi-disciplinary artist's work. Miyake creates fantastical universes inhabited by friendly cuddly beings. Wearing a beaver costume, the artist emerged from hiding at will during the first three days of the exhibit.

We appreciate the generous contributions of all of our donors to the Massachusetts College of Art Foundation, Inc. This report lists gifts of $26 and over received between July 1, 2005 and June 30, 2006. Every attempt was made to ensure the accuracy of the information reported. We apologize for any errors. Please direct any inquiries or corrections to the Advancement Office at 617 879 7025.

+ donor is deceased

✦ new donor to MassArt

✧ staff or faculty member at MassArt

LEADERSHIP CIRCLE $50,000 & ABOVE

The Estate of Alan W. Damon, Jr. '61+
Lynn & Bruce C. Dayton
Kay Fernsler '45
Marjorie & Nick Greville
Kathryn '93 & John Hamill
Cile & Bill Hicks
The Linde Family Foundation
Massachusetts Cultural Council
Genevieve McMillan
Susan & Daniel Rothenberg
Carol & Ralph Stuart
Gail & Ernst H. von Metzsch

PRESIDENT'S CIRCLE $10,000 - $49,999

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Bose Corporation✦
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Nathalie & John L. Thompson '05+
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Wilhelmina Denning Jackson Art Scholarship Fund
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WALTER SMITH SOCIETY $1,000 - $4,999

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Ann Beha & Robert Radloff
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Catherine & Paul Buttenwieser
Lois & Jim Champy
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Dana Farber Cancer Institute✦
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Beverly L. Hallam '45
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Richard A. MacMillan+ & Scott Campbell
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Deborah A. Nicholson
Mary & William F. O'Neil
Susan W. Paine
Elinor & Jeffrey Ross+
Karen & Michael Rotenberg
Renee Schecter+
Roberta Williamson Seymour+
Sara Lee & Jeffrey Sherman
Annie Silverman '85
Anne & William Tatlock+
Victor Thay
Arline K. Thomson '34
Nancy B. Tieken
William R. Timken+
Tufts University+
Nora Scanlan & David S. Watson
Sandra & John R. Weed+
Andree '89 & Richard Wilson

1873 SOCIETY $100 - $499

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Scott A. Alario '06+
Alchemy Foundation
Stephanie & Stephen S. Alpert
Ursula '93 & Lavalier Alves
Cydney S. Ambrose '73
Cynthia S. Amerman+
Virginia Anderson
Anonymous
Maurice Antaya '45
Debora '91 & Dror Ashua '91
Helen H. Ayer+
Philip Ayers '73 & Ellen Idler
Barbara & John Babineau '77
Back Bay Bicycles+
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Carla Baker
Caroline & William Balz+
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Patricia Berger
Barbara C. Berry+
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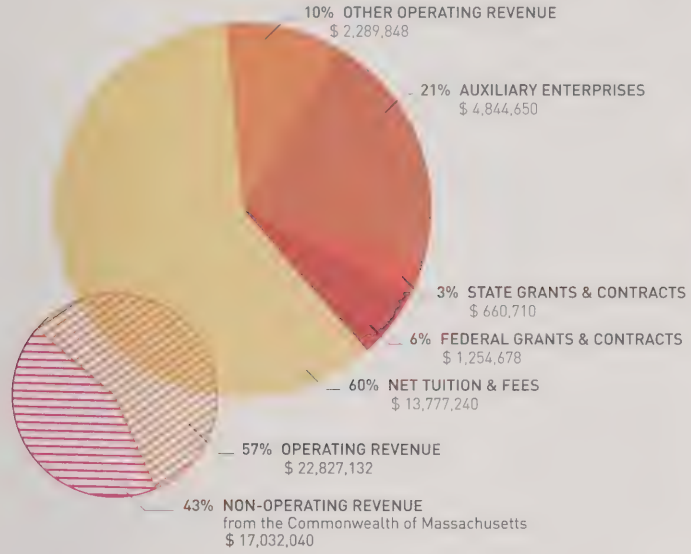
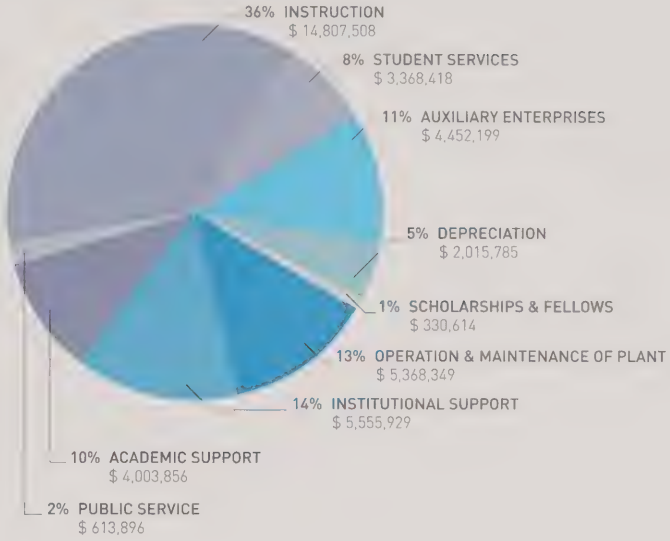
JULY 1, 2005–JUNE 30, 2006

Total (Operating and Non-operating) Revenues = $39,859,172*



Total Operating Expenses = $40,516,554*



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July 1, 2005-June 30, 2006

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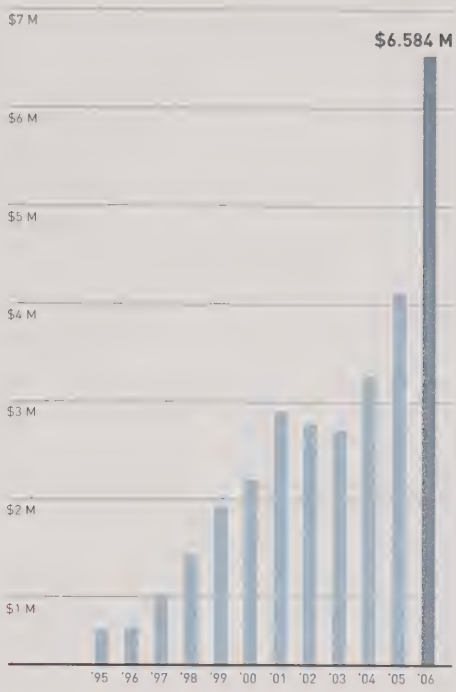

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